



Partners in Success

THE CONCEPT



It's the Ingredients

Take the highest quality of ingredients, add traditional yet modernized recipes, create a casual yet fast-paced environment, insist on cleanliness, and with a sprinkle of Hot Star know-how, you will get a brand with international appeal.

Experiential

Falafel & More® offers customers a firsthand experience with its open plan expo kitchen, engaging guests to choose their preferred type of bread, customize their sandwich with the wide variety fillings and dressings available; from ingredients as simple as chopped onions, parsley, or mint, to something as unexpected as pomegranate, citrus cabbage salad, or even guacamole.

Falafel & More® is a modern fast-dining service concept aiming to bring great taste and quality food to Middle Eastern cuisine lovers at affordable prices and within an ideal setting best fitting today's busy lifestyle.

With a diverse menu of Falafel, Shawarma, Grills, Specials and more, we strive to grow locally and internationally to offer the most soul-satisfying food creations.

TO GET STARTED

“FOR EVERYONE WHO EXPECTS MORE”

Falafel & More® will enter into Sub-Franchise Agreements with qualified individuals and companies who commit to develop and operate a minimum of 1 restaurants within a defined territory. Our Sub-Franchise agreement has an initial term of 3 years, renewable for 1 additional 3-year terms. An initial fee is associated to the development plan.

THE OPERATION

- Point of Sale systems that help manage the business efficiently to maximize profits.
- Training (provided based on years of proven success) to achieve consistent operations.
- Ongoing support to maximize the operation

THE SUPPORT

Our team provides assistance with site selection, lease negotiation, construction, store opening, marketing, kitchen equipment, interior design, training, and menu engineering.

Moreover, through the implementation of proven processes and procedures, we provide our Sub-franchisees with ongoing support to build and sustain a successful business.

THE MARKET

Falafel & More provides a customer-loyalty driven environment and a friendly atmosphere. It aims to be the market leader and innovator.

THE SUB-FRANCHISEE QUALIFICATIONS

The following qualifications are essential for you to be considered as a Sub-Franchisee for Hot Star concepts:

- A ready flagship-site to operate your Sub-Franchise
- Existing infrastructure dedicated to the development of our brand
- An existing company and structure (preferably with experience in F&B)
- Local knowledge and expertise in the fields of consumer preferences, real estate government regulations, and distribution
- Ability to maintain the brand's integrity and credibility

THE SUB-FRANCHISE PROGRAM

As a Hot Star Sub-Franchisee you will be provided with the following:

1. Research & Development tools
2. Operation Manuals
3. Branding Manual – including the brand guidelines
4. Standard operating procedures
5. Menu recipes & Menu Engineering assistance
6. Initial & Scheduled trainings
7. Initial & Scheduled site visits

THE VENUE CRITERIA

For a Restaurant Size 150 – 200 sqm. in traffic areas with an end cap

For a Station Size 40 – 80 sqm. in traffic areas with an end cap

Patio for a Restaurant 40-80 sqm exclusive patio

Access For a Restaurant Pair of front entry doors, patio exit door, and 2 rear doors for incoming & dispatching ordered goods

Access for a Station Front entry door, patio exit door, and rear delivery door



THE KEY PEOPLE



HOT STAR & ANT VENTURES

Hot Star & Ant Ventures
Headquartered in Muscat & Beirut partnering
in developing and managing innovative F&B
concepts that are synonymous with quality
and outstanding customer satisfaction.

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